PAT-NO: JP02002083213A

DOCUMENT-IDENTIFIER: JP 2002083213 A

TITLE: NETWORK ADVERTISING METHOD AND SYSTEM

PUBN-DATE: March 22, 2002

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APPL-NO: JP2000274098

APPL-DATE: September 8, 2000

INT-CL (IPC): G06F017/60

ABSTRACT:

  PROBLEM TO BE SOLVED: To effectively advertise a commodity sale which uses Web page.
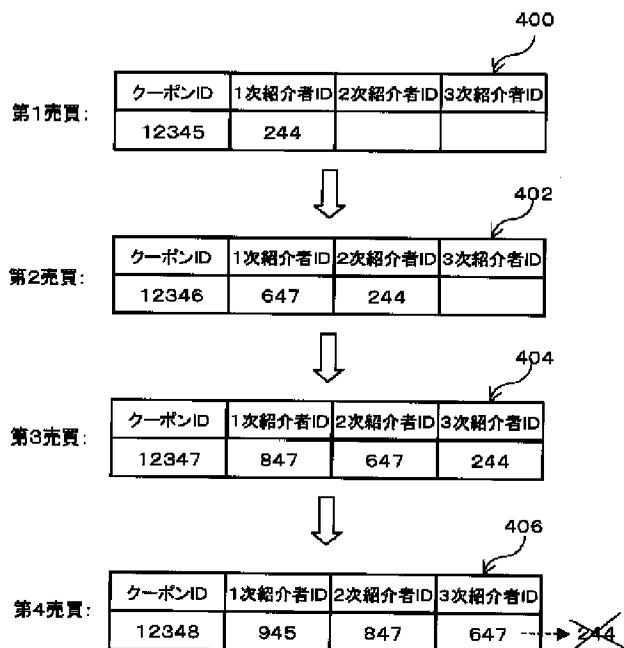
  SOLUTION: A seller server imparts an introducer ID to a customer A who purchased a commodity on a sale Web page, and an electronic coupon 400 containing the introducer ID as primary introducer is sent to the customer A to ask for an advertisement. The customer A, who received it hands it to an acquaintance or the like. When a customer B who has received the coupon 400 purchases a commodity over the sale Web page, an introduction reward is added up to the introducer (customer A) registered in the coupon 400, and a new coupon 42 with the introducer ID of the customer B added to the primary introducer is handed to the customer B. When a customer B purchases a commodity through the use of the coupon 402, the reward for introduction is distributed and added up to the customer B as primary introducer and the customer A as secondary introducer.

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Document Identifier - DID (1):
　　JP 2002083213 A

400

クーポンID	1次紹介者ID	2次紹介者ID	3次紹介者ID
12345	244		

第1売買：

402

クーポンID	1次紹介者ID	2次紹介者ID	3次紹介者ID
12346	647	244	

第2売買：

404

クーポンID	1次紹介者ID	2次紹介者ID	3次紹介者ID
12347	847	647	244

第3売買：

406

クーポンID	1次紹介者ID	2次紹介者ID	3次紹介者ID
12348	945	847	647 --- ▶ 244

第4売買：

Machine Translation of JP 2002-083213 (Kokai)

from

http://dossier1.ipdl.inpit.go.jp/AIPN/aipn_call_transl.ipdl?N0000=7413&N0120=01&N2001=2&N3001=2002-083213&Ntt1=&Ntt2=&Ntt3=&Ntt4=&Ntt5=&Ntt6=&Ntt7=&Ntt8=&Ntt9=&Ntt10=

TECHNICAL FIELD

[Field of the Invention] This invention relates to the method and system for introducing to a user Electronic Commerce Technology Division and other business which are performed through a web page.

CLAIM + DETAILED DESCRIPTION

[Claim(s)]
[Claim 1] It is a method for advertising a web page to a customer by cooperation with a user. (a) generating the introducer list which can hold two or more introducers ID -- (b) -- [the introducer ID of the predetermined introducer of this introducer list / register and] The electronic introduction ticket matched with this introducer list is offered on-line to that introducer. (c) when it is detected that predetermined operation was performed in said web page using said introduction ticket While recording the introduction remuneration produced according to the operation to each introducer ID registered into said introducer list corresponding to said introduction ticket Said introducer list is updated by adding the introducer ID who gave the user who performed the predetermined operation to the introducer list. The network advertising method which enabled the user who offered the introduction ticket matched with the updated introducer list on-line to the user, and acquired said introduction ticket by said step (c) to distribute the introduction ticket to other users as a new introducer.
[Claim 2] At least order attaches said introducer list, it is constituted possible [maintenance], and two or more introducers ID [said step (c)] The step which is matched and is recorded on each introducer ID after distributing said introduction remuneration according to the ranking of each introducer ID within said introducer list, The method according to claim 1 characterized by including the step which updates said introducer list by adding the introducer ID who gave the user who carried down the ranking of each existing introducer ID in said introducer list, and performed the predetermined operation to the top of the introducer list.
[Claim 3] The method according to claim 1 characterized by enabling a setup of the number of the introducers ID who can hold on the list for said every introducer list.
[Claim 4] The method according to claim 2 characterized by enabling a setup of the distribution rule of said introduction remuneration according to the ranking to each introducer ID in said introducer list individually for said every introducer list.
[Claim 5] Said predetermined operation used as the generating conditions of said introduction remuneration is a method according to claim 1 characterized by being said user's merchandise purchase in said web page.
[Claim 6] Said introduction ticket is a method according to claim 5 characterized by being used as a rebate check in the case of the merchandise purchase in said web page.
[Claim 7] Said introduction ticket is a method according to claim 1 characterized by being provided for said user with the link information to said web page.

[Claim 8] The method according to claim 7 characterized by transmitting the E-mail included said introduction ticket and the link information to said web page to said addressing to a user at said step (c).

[Claim 9] The method according to claim 7 characterized by transmitting the web page for ticket distribution having contained the link information and said introduction ticket to said web page to said user at said step (c).

[Claim 10] The method according to claim 1 characterized by giving the meaning ticket ID to said introduction ticket, and managing the correspondence relation between said introduction ticket and said introducer list with this ticket ID.

[Claim 11] The method according to claim 1 characterized by performing electronic signature to said introduction ticket with which said user is provided in said step (b) or (c).

[Claim 12] The step which sets up the issue of this introduction ticket to said introduction ticket, The step which counts the number of times of a receptionist of predetermined operation to said web page using said introduction ticket for said every introduction ticket, It is the method according to claim 1 characterized by forbidding the registration of said predetermined operation which used the introduction ticket after the number of times of a receptionist of said predetermined operation about said introduction ticket reached said issue set as the introduction ticket concerned.

[Claim 13] The method according to claim 1 characterized by receiving specification of the distribution rule of the remuneration to each ranking in said introducer list, matching the specified distribution rule with said introducer list, and managing it from the introducer who offers said introduction ticket at said step (b).

[Claim 14] A means to generate the introducer list which is a system for advertising a web page to a customer, and can hold two or more introducers ID by cooperation with a user, A ticket issue means to publish the introduction ticket matched with said introducer list, A user operation detection means to detect that predetermined operation was performed to said web page using said introduction ticket, The remuneration management tool which records the introduction remuneration produced according to the operation to each introducer ID registered into said introducer list corresponding to said introduction ticket according to detection by said detection means, As opposed to said introducer list corresponding to said introduction ticket according to detection of said detection means Said introducer list is updated by adding the introducer ID who gave the user who performed said predetermined operation. A network service introduction system equipped with a ticket distribution means to offer the new introduction ticket which said ticket issue means was made to publish the introduction ticket matched with the updated introducer list, and was obtained as a result on-line to the user concerned.

[Claim 15] At least order attaches said introducer list, it is constituted possible [maintenance], and two or more introducers ID [said remuneration management tool] Match, after distributing said introduction remuneration according to the ranking of each introducer ID within said introducer list, record on each introducer ID, and [said ticket distribution means] The system according to claim 14 characterized by what the ranking of each existing introducer ID in said introducer list is carried down, and said introducer list is updated for by adding the introducer ID who gave the user who performed the predetermined operation to the top of the introducer list.

[Claim 16] The system according to claim 15 characterized by having further a means to receive a setup of the distribution rule of said introduction remuneration according to

each ranking in the introducer list concerned, and to manage the correspondence relation of the distribution rule and introducer list, for said every introducer list.

[Claim 17] The means which said ticket issue means gives the meaning ticket ID to said introduction ticket, and builds this ticket ID into said introduction ticket, It is the system according to claim 14 which is equipped with a means to memorize the correspondence relation between said ticket ID and said introducer list, and is characterized by said remuneration management tool and a ticket distribution means specifying the introducer list which corresponds from the ticket ID of the introduction ticket used on the occasion of said operation.

[Claim 18] The system according to claim 14 characterized by having the means which electronic signature gives to the introduction ticket which said ticket issue means publishes.

[Claim 19] A means to receive a setup of an issue to the introduction ticket published with said ticket issue means, A means to relate the set-up issue with the introducer list corresponding to the introduction ticket concerned, and to memorize it, A means to count the number of times of a receptionist of predetermined operation to said web page using said introduction ticket for said every introduction ticket, It is the system according to claim 14 further equipped with a means to forbid the registration of said predetermined operation which used the introduction ticket after the number of times of a receptionist of said predetermined operation about said introduction ticket reached said issue set up to the introduction ticket concerned.

[Claim 20] A means to generate the introducer list which can hold two or more introducers ID for computer systems, A ticket issue means to publish the introduction ticket matched with said introducer list, A user operation detection means to detect that predetermined operation was performed to the predetermined web page for an advertisement using said introduction ticket, As opposed to each introducer ID registered into said introducer list corresponding to said introduction ticket according to detection by said detection means It responds to detection of the remuneration management tool which records the introduction remuneration produced according to the operation, and said detection means. Said introducer list is updated by adding the introducer ID who gave the user who performed said predetermined operation to said introducer list corresponding to said introduction ticket. The recording medium which recorded the program for making said ticket issue means publish the introduction ticket matched with the updated introducer list, considering it as a ticket distribution means to offer on-line the new introduction ticket obtained as a result to the user concerned, and making it function and in which computer reading is possible.

[Detailed Description of the Invention]
[0001]
[Field of the Invention] This invention relates to the method and system for introducing to a user Electronic Commerce Technology Division and other business which are performed through a web page.
[0002]
[Description of the Prior Art] The method of various advertisement advertisements using the characteristic of the Internet is proposed as Electronic Commerce Technology

Division on the Internet prospers.

[0003] There is a method shown in the prominent thing in it at U.S. Pat. No. 6,029,141 by U.S. Amazon.com (Amazon.com). This method is also called the ASOSHI eight (associate) system or the affiliate (affiliate) system. A vender collects the introducer who introduces the vender web site of self to manage on WWW (World Wide Web), and gets the web site which that introducer manages to publish the link information to that goods web site by this method. And the introducer ID who assigned that introducer, and ID of the goods to introduce are embedded at this link information. When a customer clicks the link information on the web page acquired from the introducer's web site and accesses a vender's vender web site, [a vender web site] In the analysis of link information, the customer arrived at the vender web site via which introducer's web page, or the introducer of the link origin can be specified. The vender can add up predetermined introduction remuneration to the introducer of the link origin, when a customer purchases goods on a vender web site.

[0004] Since introduction remuneration turns into an incentive fee according to the customer's purchase while it is expectable to obtain many introducers by an incentive called introduction remuneration, this method has the advantage that the vender does not need to pay useless advertising expenses (introduction remuneration).

[0005] Moreover, there is a technique a store etc. distributes a rebate check to one of the techniques for sales promotion to a prospective customer. The system by which it downloads, and a user does the printout of the rebate check to U.S. Pat. No. 5,907,830, and uses it for it through a web page is indicated.

[0006]

[Problem to be solved by the invention] Each above-mentioned conventional technology has the room for an improvement still more in respect of advertisement power.

[0007] The conventional technology of Amazon.com is powerful at the point that surely an advertisement is made in many tie-up introducers' web page. However, in order for a user to become a tie-up introducer, and to have to access the web page for introducer registration which the vender is managing and to have to perform predetermined registration processing, the increase in an introducer was restricted naturally.

[0008] Since it is necessary to access the web page decided as similarly a user getting a coupon from a web page also with the conventional technology which downloads a coupon, it is thought that a not much big effect is not acquired in respect of calling it an advertisement.

[0009] This invention is made in view of such a problem, and aims at offering the method and system by which a propaganda effect more powerful than before is acquired in advertisement of service of goods sale made using a web page, and others by the tie-up with the user who is a page visitor.

[0010]

[Means for solving problem] [the method concerning this invention] in order to attain the above-mentioned purpose It is a method for advertising a web page to a customer by cooperation with a user. (a) generating the introducer list which can hold two or more introducers ID -- (b) -- [the introducer ID of the predetermined introducer of this introducer list / register and] The electronic introduction ticket matched with this introducer list is offered on-line to that introducer. (c) when it is detected that predetermined operation was performed in said web page using said introduction ticket

While recording the introduction remuneration produced according to the operation to each introducer ID registered into said introducer list corresponding to said introduction ticket Said introducer list is updated by adding the introducer ID who gave the user who performed the predetermined operation to the introducer list. The introduction ticket matched with the updated introducer list was offered on-line to the user, and the user who acquired said introduction ticket by said step (c) was enabled to distribute the introduction ticket to other users as a new introducer.

[0011] Moreover, a means by which the system concerning this invention generates the introducer list which is a system for advertising a web page to a customer, and can hold two or more introducers ID by cooperation with a user, A ticket issue means to publish the introduction ticket matched with said introducer list, A user operation detection means to detect that predetermined operation was performed to said web page using said introduction ticket, The remuneration management tool which records the introduction remuneration produced according to the operation to each introducer ID registered into said introducer list corresponding to said introduction ticket according to detection by said detection means, As opposed to said introducer list corresponding to said introduction ticket according to detection of said detection means Said introducer list is updated by adding the introducer ID who gave the user who performed said predetermined operation. Said ticket issue means is made to publish the introduction ticket matched with the updated introducer list, and it has a ticket distribution means to offer on-line the new introduction ticket obtained as a result to the user concerned.

[0012]
[Mode for carrying out the invention] The form (henceforth an embodiment) of operation of this invention is hereafter explained based on Drawings.

[0013] Drawing 1 is the functional block diagram showing the whole system composition concerning this invention. Here, the example at the time of applying the technique of the customer introduction concerning this invention to the goods sale using a web page or service offer is explained.

[0014] In drawing 1 , the vender server 100 is server equipment which the vender who sale of goods is performed and performs offer of service etc. to a customer is employing for on-line sale. The vender server 100 is equipped with the sales processing part 104 which performs processing of transactions with the customer using the sales web page 102 while it holds the sales web page 102. The sales web page 102 is a web page which the vender concerned manages for sale of goods etc., for example, is the concept having contained the top page of a mail order, the catalog page of individual goods, etc. [though natural, in order to provide a customer (prospective customer) with this sales web page 102 or to acquire the input matter for the purchase and others of a customer to this page, the Web server (HTTP server) is prepared in the vender server 100, but] Here, illustration is omitted in order to avoid complicatedness. The sales processing part 104 receives a customer's input obtained through this Web server, is equipment which performs various kinds of processings required for sale, such as record of a purchase application, arrangements of delivering goods, and other credit and price settlement, and can use a well-known thing for this equipment. The customer information of each customer who acquires by sale and others' processing of this sales processing part 104, or uses is held customer DB(database)120.

[0015] Moreover, the vender server 100 has the introduction remuneration Management

Department 108 and the electronic coupon Management Department 110. These units achieve the prime function for the advertisement advertisement in this system.

[0016] The electronic coupon Management Department 110 is equipment which manages issue and distribution of an electronic coupon. Although an electronic coupon is the electronic data version of a rebate check fundamentally, it has put the creativity for raising an advertisement function further in this embodiment.

[0017] I have the sales web page 102 (and goods currently sold there) advertized at this embodiment, because I distribute an electronic coupon to a user and get other users to distribute the coupon from the user. If the 2nd user who got the coupon from the first user sends the electronic coupon to the vender server 100 when purchasing goods by the sales web page 102, the 2nd user can get the price discount which the coupon has promised beforehand.

[0018] The mechanism of giving introduction remuneration from a vender to the user here when other men perform merchandise purchase by the sales web page 102 using the coupon which the user distributed, in order to give the incentive (motivation) of coupon distribution to a user in this embodiment is adopted. And in this embodiment, one step of not only introduction to other users B but the introduction to still more nearly another user C from the user B is also only received from a certain user A. The mechanism which continues after a certain introduction, such as paying the first user A introduction remuneration, of paying how many steps of introduction remuneration from a vender to that introduction, respectively is adopted. Although the number of the partners whom one user (introducer) can introduce (namely, coupon distribution) is restricted to some extent, considering those whom those whom the person who received introduction introduces, and the person who received the introduction further introduce, it is expected that the number will increase exponentially. Therefore, an opportunity to gain the introduction remuneration of a frame with the first user remarkable as a result also for every [a small sum] if introduction remuneration is obtained will be obtained from the merchandise purchase of those whom it means the user had introduced indirectly not only through the person who introduced directly but through its man etc. Acquisition of many introducers is expectable with such a powerful incentive.

[0019] In order to realize this structure, in this embodiment, this coupon associates and manages the information which shows whether it is what was introduced through which introducer's hand to the published electronic coupon. For this reason, a meaning identifier (introducer ID) is given to each introducer. In addition, an introducer is the user who handed the electronic coupon from the vender and asked you for the introduction (advertisement) activities to other users. And the list of introducers ID who followed the introductory series from the 1st introducer to the 2nd introducer at the condition said from the 2nd introducer to the 3rd introducer is created, and it matches with the electronic coupon which publishes this, and manages. When the vender side receives an electronic coupon from a customer on the occasion of merchandise purchase by carrying out like this, each introducer's ID through which the electronic coupon has passed can be known, and it becomes possible to give introduction remuneration to each [these] introducer.

[0020] Drawing 2 is an example of the management information on the electronic coupon used by the system of this embodiment. The coupon management information 300 contains coupon ID302, the maximum degree 304, the distribution rule 306 and introducer ID308-1 of each introducer up to the primary order [n-th] (n is the above-

mentioned maximum degree) - - 308-n. Coupon ID302 are the discernment information on the electronic coupon concerned. The maximum degree 304 shows several [a maximum of] n of the introducer who receives the introduction remuneration about this electronic coupon. The distribution rule 306 is a rule which specified the methods (for example, each one of amount of distribution, fractional rates, etc.) of the distribution of introduction remuneration to a these maximum n man's introducer. The introducer list 309 includes the discernment information (introducer ID308-1 - 308-n) of each primary introducer [n-th] who became the introduction course of the coupon concerned -. Here, an introducer's degree expresses that it is close to the user who gets and uses the coupon, so that a value is small. That is, it is condition that the partner who got the coupon, for example from the viewpoint of the user who uses a coupon is a primary introducer, and the acquisition origin of the coupon which the primary introducer used as a customer once is a secondary introducer. In addition, since each introducer's ID through which the electronic coupon concerned passed by the time it resulted in the present owner is recorded on Introducer's ID column 308-1 - 308-n, an empty column will be made if the number of introducers through which the electronic coupon passed is under n man.
[0021] An example of the contents of data of the distribution rule 306 is shown in drawing 3 . In this example, the fractional rate 307-1 corresponding to it - 307-n are set to the distribution rule at each degree (ranking) of every. For example, the primary fractional rate 307-1 shows the fractional rate to the introducer corresponding to primary introducer ID308-1. When percentage is used for the expression method of a fractional rate, the sum of the fractional rate up to the 1-n-th order is set up so that it may be set to 100. The total amount of the introduction remuneration paid according to merchandise purchase is distributed to each introducer according to each [these] fractional rate. Here, the total amount of introduction remuneration itself can also be computed according to the amount of money of the sold goods, and it cannot be based on the amount of money of goods, but can also be made into a fixed amount. Anyway, what is necessary is just to build the calculation method into the introduction remuneration Management Department 108.
[0022] In addition, the method which sets up the amount of money for distribution given to each ranking besides the method specified according to a fractional rate in this way and a distribution point is also possible for the distribution rule 306.
[0023] It is made, as for the fractional rate to each primary introducer [n-th] -, or a setup of a frame, for a rate or a frame to become low in a degree being high (that is, it keeping away from a customer). For example, a primary introducer is that 50% of a fractional rate and a secondary introducer consider it as 25%, and the 3rd introducer considers it as ... 12.5% etc. High motivation can be given to the primary introducer who introduces by distributing a direct coupon by this.
[0024] Now, although this electronic coupon is spread, in this embodiment, the method of getting a customer to become an introducer is adopted. That is, as opposed to the user (customer) who performed predetermined operation of merchandise purchase etc. using the electronic coupon, an electronic coupon is newly offered through an E-mail, a web page, etc., and it requests to distribute and introduce it to other users (advertisement). It enables that customer to obtain introduction remuneration by adding the introducer ID who gave the customer concerned to the introducer list of newly offered electronic coupons at this time. In addition, [what kind of user (customer) is made into the next

introducer in this case] It is dependent on the view of those who employ this system, there is a method which requests the next introduction from the user who did merchandise purchase on the sales web page as mentioned above, and a method which requests the next introduction from the user who accessed the sales web page is considered.

[0025] Thus, in this embodiment, it is expectable to acquire high advertisement advertising power with the synergistic effect of that I get the customer using an electronic coupon to become an introducer one by one, and taking out introduction remuneration even to several steps of indirect introduction mentioned above.

[0026] An electronic coupon which was explained above publishes the electronic coupon Management Department 110 (creation), and it provides a user (customer) with the electronic coupon.

[0027] If it returns to explanation of drawing 1 again, the management information on the electronic coupon published at the electronic coupon Management Department 110 (refer to drawing 2) will be held coupon DB124. In this case, the electronic coupon passed to the customer side is constituted as data including the information on Coupon ID. If even Coupon ID is contained in the electronic coupon, the contents of the electronic coupon can be known with reference to coupon DB124. The electronic coupon Management Department 110 and the introduction remuneration Management Department 108 acquire the management information on an electronic coupon from this coupon DB124 if needed. Moreover, the information on the display image in the case of displaying the coupon concerned on [other than this coupon ID] URL (Uniform Resource Locator) of the sales web page 102 and a customer's web page etc. is included in an electronic coupon. Therefore, the data which consists of a group of text description which built into URL of the sales web page 102 as a parameter Coupon ID (or thing which enciphered it), and the display image of an electronic coupon as an example of an electronic coupon, for example can be used. The portion of text description which constitutes an electronic coupon in this case becomes "http://abcdefgh.com/10a5f90/" etc. In this example, "http://abcdefgh.com/" is URL of the sales web page 102, and "10a5f90" which continues after that is Coupon ID (or that encryption result).

[0028] The introduction remuneration Management Department 108 is equipment which calculates and records the introduction remuneration to an introducer about the predetermined operation (merchandise purchase and web page inspection) which the customer performed using the electronic coupon, and performs processing required for the payment. The introduction remuneration Management Department 108 determines the introduction remuneration to each introducer registered into the introducer list 309 of management information on the electronic coupon used on the occasion of the operation according to the distribution rule 306, and records it on introducer DB122.

[0029] Introducer DB122 are a database which accumulates and manages each introducer's information. It matches with each introducer's introducer ID, and the frame of the acquisition introduction remuneration which each [these] introducer should think to be personal (or corporation) information, including that name, an address and a telephone number, an e-mail address, etc., and its payment methods (bank account number of a transfer place etc.) are recorded on this DB. Drawing 4 shows an example of the recorded information on each introducer's acquisition remuneration frame in introducer DB122. In this example, it matches with each introducer's introducer ID, and

the amount of the total of acquisition remuneration (the number of points) is recorded. This amount of the total is the total of the acquisition remuneration about the payment of the last time of introduction remuneration or subsequent ones. When introduction remuneration generates the introduction remuneration Management Department 108 in the case of this example, the remuneration point to each introducer who decided according to the distribution rule 306 will be added to the acquisition remuneration total of each introducer of introducer DB122. If the next date of payment comes, the amount of the total at that time will be paid to the introducer concerned with the payment method beforehand registered into introducer DB122. In addition, you may make it record the remuneration frame gained the time and then for each the introduction of every in addition to such the amount of the total.

[0030] Moreover, when a customer performed merchandise purchase using a coupon, introduction remuneration occurred here, but the vender itself should just decide on what kind of conditions introduction remuneration is generated. For example, it is also considered that a customer generates introduction remuneration only by accessing the sales web page 102 and showing a coupon. When a customer does what kind of operation about a web page 102, the conditions whether to generate introduction remuneration are beforehand set to the vender server 100. The sales processing part 104 directs appropriation processing of introduction remuneration to the introduction remuneration Management Department 108, when it judges whether the conditions of introduction remuneration generating were satisfied based on the information sent from a customer's browser and the condition is satisfied.

[0031] Moreover, in this embodiment, since the method of getting a customer to become an introducer one by one is taken, it is also possible to use the customer ID who has managed by customer DB120 with the introducer ID of the customer concerned as it is. Of course, it is also possible to advance it further and to unify customer DB120 and Introducer DB.

[0032] To the data of the electronic coupon passed to an introducer, electronic signature is performed, or the electronic signature processing part 106 inspects the electronic signature of the electronic coupon which the customer submitted at the time of merchandise purchase etc., and checks the bona fides of the coupon. Since it can be detected by this electronic signature when there is an alteration of the contents of the electronic coupon etc., the employment of an introduction remuneration system according to a fair rule can be collateralized.

[0033] In the above, the vender server 100 was explained. On the other hand, a customer accesses the sales web page 102 from the browsers 202a-202c of his own computer (customer computers 200a-200c), and operates merchandise purchase etc.

[0034] Three customers A, B, and C are in drawing 1 , and the example in case introduction by an electronic coupon progresses to the turn is shown. In this example, Customer A accesses the sales web page 102 using Browser 202a first, and a series of processes begin from the place which purchases goods on that page 102. Here, Customer A assumes that it does not have an electronic coupon. In this case, after usually performing goods sales processing at a price to Customer A by the vender processing part 104, by the electronic coupon Management Department 110, the vender server 100 publishes an electronic coupon (coupon A) to that customer A, and requests advertisement. The substantive management information on this coupon A (refer to

drawing 2) is generated in a coupon DB124, and Coupon ID is built into the coupon A passed to Customer A. In this case, Customer's A introducer ID is set as primary introducer ID308-1, and the introducer ID after secondary becomes the introducer list 309 (drawing 2) of management information on Coupon A with a blank.

[0035] The method which shows the customer the web page which displayed the downloadable electronic coupon as an example as the method of offer of the electronic coupon from a vender to a customer is adopted. For example, after a customer transmits a final purchase application in the sales web page 102, The customer is provided with the web page of the contents which explain the customer introduction plans (structure of introduction remuneration etc.) using an electronic coupon, and appeal for participation, and the customer enables it to download an electronic coupon on the web page. If the customer gets interested in the plan, he will download an electronic coupon and will advertize by passing an acquaintance and others the electronic coupon. Moreover, the method using an E-mail is also possible as another method. In this case, the meaning explanation (for example, explanation about the remuneration by a request of advertisement or it) which sends this coupon with the information on an electronic coupon, including URL of Coupon ID and a sales web page, a coupon picture, etc., is included in that E-mail. Such an E-mail is transmitted to the customer who purchased goods from the vender server 100.

[0036] Thus, the customer A who received Coupon A incorporates the coupon A on his web page 204a, and opens to the public on the Internet. In the case of the electronic coupon which consists of description which built Coupon ID into URL of the sales web page 102, and a coupon picture, the customer should just include the URL (coupon ID is entered) and link description having contained the coupon picture in the HTML source code of his web page. Of course, the thing to the web page of an electronic coupon for which it incorporates and a customer is provided with explanation of a direction with a web page, an E-mail, etc. is also suitable.

[0037] Next, if Customer B accesses the customer's A web page 204a, the web page 204a will be transmitted to Customer's B browser 202b. Coupon A is built into this page 204a. It is on the display of this page 204a, and if Customer B clicks the picture of an electronic coupon, Browser 202b will generate the page demand message of HTTP included the information on URL matched with that picture, and will send it to the vender server 100. Here, the information on Coupon ID is included in URL in the message. The vender server 100 which received this extracts the information on Coupon ID from the message, and when electronic signature is being carried out to Coupon ID, it inspects the electronic signature. Thus, it acquires, and Coupon ID is matched with the shopping cart data which the sales processing part 104 generated for the sales processing to the customer concerned, and is managed. Therefore, when there is declaration of intention of merchandise purchase about the shopping cart later from Customer B, the information on the coupon about the purchase can be obtained. And if the customer B operates merchandise purchase used as the conditions of introduction remuneration generating etc., the vender server 100 will appropriate introduction remuneration for each introducer according to the coupon management information corresponding to the coupon ID, will customer B Receive and publish the new coupon B, and will request advertisement. This coupon B is created based on Coupon A, and is Coupon A and these contents except coupon ID302 and introducer list 309 (refer to drawing 2). Different meaning ID from

ID of Coupon A is set to the coupon ID of Coupon B, and the introducer ID given to Customer B is added to the introducer list 309. This addition moves every one existing introducer ID in a list 309 to a low rank, respectively, and is performed by registering the introducer ID of the customer B concerned into the column of the primary introducer who was vacant as a result. Therefore, in this case, Customer B is registered into a primary introducer and, as for the introducer list 309 of coupons B, Customer's A ID is registered into a secondary introducer.

[0038] The vender server 100 passes Customer B the coupon B which carried out in this way and was created like the case of Coupon A using a web page or an E-mail, and requests advertisement.

[0039] The customer B who received Coupon B incorporates and opens it to his web page 204b, and carries out advertisement of the sales web page 102 or its line of business to the visitor of the page 204b.

[0040] And like Customer's B case while Customer C is provided with the sales web page 102 if Customer C peruses the web page 204b using Browser 202c and clicks the picture of the coupon B on the page The vender server 100 can acquire the coupon ID of Coupon B. And when Customer C operates merchandise purchase etc., [the vender server 100] Introduction remuneration is distributed to each introducer registered into the introducer list of coupons B, the introducer ID of the customer C concerned is added to the list, the new coupon C is created, Customer C is provided with the coupon C, and advertisement is requested. And when Customer C incorporates and opens the coupon C to his web page 204c, the flow of introduction by a coupon will be connected behind.

[0041] In the above, the flow of the customer introduction in this embodiment was explained roughly. Next, with reference to drawing 5 , the situation of changes of the electronic coupon (especially introducer list) in the flow is explained.

[0042] First, when Customer A performs merchandise purchase (the "1st dealing" in a figure) by the sales web page 102, [the electronic coupon Management Department 110] The electronic coupon 400 (however, what was illustrated is a part of management information held in a coupon DB124.) which contained in the primary introducer ID column the introducer ID "244" whom the customer A gave the following -- being the same -- it creates and the customer A is given. As for the electronic coupon illustrated here, the maximum degree 306 (refer to drawing 2) is set as the 3rd order. In addition, Introducer ID does not newly need to create here, when diverting Customer ID. When using introducer ID with another Customer ID It investigates whether Introducer ID had been given in the past to the customer A, if there is Introducer's ID grant history, the introducer ID will be acquired and it will include in the electronic coupon 400, and if there is nothing, Introducer ID will newly be given and it will be included in the electronic coupon 400. About Introducer's ID grant history, investigation becomes possible later by recording the introducer ID who gave, for example on customer DB120 etc.

[0043] When the customer B who got the coupon 400 from this customer A purchases goods by a web page 102 (the 2nd dealing), [the electronic coupon Management Department 110] The electronic coupon 402 which registered the customer's B introducer ID "647" into the primary introducer, and registered Customer's A introducer ID into the secondary introducer is created, and it provides for Customer B. Here, this coupon 402 has changed Coupon ID in the coupon 400.

[0044] When similarly the customer C who obtained the coupon 402 from Customer B performs merchandise purchase by the sales web page 102 (the 3rd dealing), the electronic coupon 404 is offered to Customer C. With this coupon 404, the introducer's ID of Customer A and Customer's B ranking is carried down one [at a time], and Customer's C introducer ID "847" is set as primary introducer columns.

[0045] And if the customer D who obtained this coupon 404 from Customer C performs merchandise purchase by the sales web page 102 (the 4th dealing), the electronic coupon Management Department 110 offers the electronic coupon 406 to Customer D. With this coupon 406, Customer's D ID "945" is added to a primary introducer's column, and the ranking of the list is lowered one [at a time] to Customer's A, B, and C introducer ID. Here, since the introducer's maximum degree is set as the 3rd order as for these coupons 400-406 of a series of, the oldest customer's A introducer ID will fall from an introducer list. Therefore, even if someone performs merchandise purchase using this coupon 406, the introduction remuneration to it is not given to Customer A any longer. In this case, introduction remuneration is distributed according to the distribution rule (they are 60%, 30%, 10 etc.%, etc. to order) beforehand registered to the customer D, C, and B registered into the introducer list.

[0046] Next, with reference to drawing 6 - drawing 8 , the processing procedure of the vender server 100 at the time of receiving a merchandise purchase application from a customer on the sales web page 102 is explained. In addition, in this example, introduction remuneration shall occur by merchandise purchase.

[0047] First, if the data of a purchase application which the customer inputted to the sales web page 102 is received (S10), the sales processing part 104 will judge whether in relation to the purchase operation, the electronic coupon is shown from the customer (S12).

[0048] If the coupon is not shown, the sales processing part 104 performs processing for usually selling at a price the goods which the customer wished to have (S16). And according to the directions from the sales processing part 104, the electronic coupon Management Department 110 creates the electronic coupon which incorporated the customer as a primary introducer (S26), and distributes it to the customer concerned through media, such as a web page or an E-mail, (S28). If it says in the example shown in drawing 1 , about Customer A, processing which goes via these S16 will be performed.

[0049] On the other hand, when judged with the coupon being shown from the customer in relation to purchase operation by S12, the sales processing part 104 requests inspection of being a thing with the genuine coupon to the electronic signature processing part 106 (S14). The electronic signature processing part 106 checks the electronic signature of the coupon which the customer presented according to this, and judges whether it is a thing with the genuine coupon (S16). As a result, when judged with it not being a genuine coupon, the sales processing part 104 performs predetermined error handling, such as sending the message of the purport that a coupon cannot be used to a customer, (S22), and ends a series of sales processings.

[0050] On the other hand, if judged with a genuine coupon by the judgment of S18, the sales processing part 104 will perform sales processing, after performing predetermined discount to the goods which the customer wishes to have specified on the coupon (S20). And after sales processing finishes, to each introducer who participated in propagation of the coupon, the introduction remuneration Management Department 108 calculates the

introduction remuneration about the purchase of the customer concerned, and records it on introducer DB122 (S24). In this case, [for example, the introduction remuneration Management Department 108] As shown in <u>drawing 7</u> , the total amount of introduction remuneration is computed based on the sales total of the product etc., the management information on the coupon is further acquired from coupon DB124 (S30), and the total amount of introduction remuneration is distributed to each introducer under list 309 according to the distribution rule 306 of the management information (S32). Then, the electronic coupon Management Department 110 creates the electronic coupon which incorporated the customer as a primary introducer (S26), and distributes it to the customer concerned through media, such as a web page or an E-mail, (S28). If it says in the example shown in <u>drawing 1</u> , about Customers B and C, processing which goes via this S20 and 24 will be performed.

[0051] <u>Drawing 8</u> shows the detailed procedure of electronic coupon creation processing (S26). In this procedure, first, the electronic coupon Management Department 110 judges whether the coupon was used in the operation of customers, such as merchandise purchase used as that reason, when creation directions of an electronic coupon are received from sales processing part 104 grade (S40). If the coupon is used, the management information on the coupon will be acquired (S42), and the new coupon given to the customer (buyer) will be created based on it (S44). In this case, the electronic coupon Management Department 110 creates the management information which has the new coupon ID, and copies the item except the coupon ID of the management information on the coupon acquired by S42 to other entries of that management information. and -- carrying down the existing introducer ID the 1st order at a time on an introducer list in the new management information further -- the introducer ID of the customer concerned -- the highest -- it adds to the next.

[0052] On the other hand, when judged with the coupon not being used by S40, the electronic coupon Management Department 110 generates the new electronic coupon which registered the introducer ID of the customer concerned into the primary introducer (S46).

[0053] predetermined operation of the merchandise purchase which the customer performed by the sales web page 102 by the above processings -- record of introduction remuneration -- and -- the next -- issue of the electronic coupon for advertisement is realized.

[0054] In the above, one of the forms of suitable operation of this invention was explained. According to this embodiment, the sales web page 102 and its line of business can be quickly advertized by getting a customer to become an introducer one by one. Moreover, in this embodiment, the incentive of introduction activities can be given to each introducer by associating and managing the list of each introducer's ID via which it went by the time the coupon resulted in the customer to an electronic coupon, and having paid each introducer of the list introduction remuneration.

[0055] In the embodiment explained above, the customer was able to acquire freely the electronic coupon with which the vender provided the introducer, and it was able to be used any number of times. On the other hand, there is a case where he wants to restrict the number of the electronic coupons with which some venders provide a customer through one introducer. The embodiment of this invention for realizing restriction of such a number of coupons is explained below.

[0056] In one of such the embodiments, the electronic coupon management information shown in drawing 9 is used. About the same thing as what was shown in drawing 2 among each data item contained in the management information 300 on drawing 9 , the same mark is attached and the explanation is omitted.

[0057] In the management information on this drawing 9 , differing from the management information on drawing 2 is the point that the issue number of sheets 310 and the used counter 312 are formed. The issue number of sheets 310 is the number of times of maximum use of the electronic coupon concerned. For example, when the issue number of sheets 310 of a coupon is set as 5, in the vender server 100, the merchandise purchase which uses a coupon with the coupon ID is not only accepted a maximum of 5 times (therefore, less than five customers). The used counter 312 is incremented by the introduction remuneration Management Department 108 etc. every [1], whenever it is set as 0 at the time of coupon issue and operation of merchandise purchase etc. is performed using the coupon of the coupon ID concerned after that. Whenever the sales processing part 104 receives a coupon and makes a goods sale, it investigates the issue number of sheets 310 of the coupon management information 300, and the value of the used counter 312, and when the count value of the counter 312 has reached the issue number of sheets 310, it stops the sales processing. A vender should just set up the value of the issue number of sheets 310 according to his purpose.

[0058] Moreover, there is a method of using the coupon (management information) shown in drawing 10 as another method of restricting the issue number of sheets of a coupon to the same introducer. By this method, coupon ID302a [meaning / by that issue number of sheets] - 302c are given. Drawing 10 is an example in case there is three issue number of sheets. Information common to each coupon ID, such as maximum degree 304, and distribution rule 306, introducer list 309, 302a - 302c is shared. And the flags 303a-303c which show whether the coupon ID was used for every each coupon ID302a - 302c are prepared. At the time of electronic coupon issue, although the flags 303a-303c of each coupon ID are set to "being intact", if operation of merchandise purchase etc. is performed using Coupon ID, the flag corresponding to the ID will be set to "used." The sales processing part 104 investigates the flag 303a (or 303b or 303c) corresponding to the coupon ID whenever it receives a coupon, and when the flag is "used", it does not receive the merchandise purchase operation by the coupon. Thereby, the number of the coupons which spread directly from one introducer's hand can be restricted.

[0059] Moreover, in the above embodiment, although the substance data (management information 300) of the electronic coupon was managed by coupon DB124, you may also build substance data into the electronic coupon itself distributed to a customer through an introducer. Drawing 11 shows the contents of data of such an electronic coupon typically. In this example, the data of the distribution rule 402 and the introducer list 404 is built into the electronic coupon 400. In this case, Coupon ID is unnecessary on a basic target without the necessity for restriction of coupon issue number of sheets. Thus, in building the substantive data of introducer list 404 grade into the distribution data of an electronic coupon, alteration prevention of the contents becomes important. Then, it is suitable for the substance data of an electronic coupon that a vender performs electronic signature. In addition, since an amount of data becomes large in the case of the electronic coupon having contained such substance data, it becomes difficult to include in URL of the sales web page 102. Therefore, in this case, an electronic coupon and URL of the sales web

page 102 are made into a pair, and it provides for each customer.

[0060] Moreover, the example which described the electronic coupon which includes an introducer list in drawing 12 by XML is shown. One electronic coupon is described by the pair of a tag <coupon> and a </coupon> in this example, and ID of the introducer of each level is described in order among these tags. For example, the primary introducer's introducer ID is described between the tag <introducer 1> and the </introducer 1>.

[0061] Moreover, although all the introducers of the above example were the vender's customers, the system by which the introducer who is not a customer exists also includes this invention. Drawing 13 is the figure showing an example of the system of such a modification. Differences of the system of drawing 13 and the system of drawing 1 are the point that the introducer server 210 which an introducer manages exists in the direction of drawing 13 , and the point that the introducer registration part 130 was formed in the vender server 100. Other portions are the same as the case of drawing 1 .

[0062] The introducer server 210 registers performing introduction of the sales web page 102 and/or its line of business to the vender server 100 side in response to remuneration like the method of Amazon.com which explained with the conventional technology. The introducer registration part 130 of the vender server 100 receives this registration. Declaration of intention of the purport that the introducer registration part 130 exhibits the web page for looking for an introducer, and it becomes an introducer from a user in the web page, The input of the required information (for example, a name, an address and a telephone number, an e-mail address and an introduction remuneration transfer account number, URL of an introducer's web page 212) accompanying it is received. And an introducer is provided with the electronic coupon explained by the above-mentioned embodiment when accepting the user as an introducer by examination about the application. An introducer publishes the electronic coupon offered by the vender to his web page 212, and spreads the electronic coupon to a user widely. Namely, [a modification] although this modification differs in those who get an electronic coupon from the vender server 100 first from the system of drawing 1 in that he is not the customer that performed merchandise purchase but the user who applied separately as introducers About the structure of propagation of the electronic coupon to the customer after it, it is the same as that of the system of drawing 1 .

[0063] It is also suitable that an introducer can be made to do the design of an electronic coupon in this modification. That is, the management person of the introducer server 210 of an electronic coupon which becomes primary wholesale origin so to speak enables it to decide the maximum degree 304, the distribution rule 306, etc. of the introducer list 309 (references, such as drawing 2) of the electronic coupon. If it is made what kind of electronic coupon, each introducer will consider whether it spreads well in the world, and will determine a maximum degree and a distribution rule. When a user does introducer registration to the introducer registration part 130 of the vender server 100, for example, what is necessary is just made to perform the design of this electronic coupon. The introducer registration part 130 offers the web page for the design of this electronic coupon to an introducer. The input column for setting up a maximum degree and a distribution rule is prepared in this web page. The electronic coupon Management Department 110 of the vender server 100 creates an electronic coupon according to the contents of a design which the introducer inputted, and provides for the introducer server 210. An introducer builds this electronic coupon into his web page 212.

[0064] Thus, according to this modification, even if it is the electronic coupon of the same sales web page 102, the electronic coupon which has individuality every introducer server 210 is done.

[0065] In this system, each introducer server 210 obtains remuneration from a vender, when the electronic coupon which each designed spreads. Although the introduction remuneration obtained when appearing in the introducer lists 309 of electronic coupons mentioned above (drawing 2 etc.) is sufficient as the remuneration of the management person of the introducer server 210, the remuneration method which raises a management person's incentive further is also considered.

[0066] By this method, the discernment information (ID) of the management person of the introducer server 210 is separately recorded fixed in the introducer list 309 into the management information 300 on an electronic coupon. Even when the electronic coupon spreads from the introducer to the customer of a customer to the next to the customer, the management person's ID is maintained without erasing. The vender server 100 can specify the introducer server 210 which became the source of the coupon from the management information on the coupon, if an electronic coupon is received. So, in the vender server 100, the number of the used electronic coupons can be totaled every introducer server 210 who became the origin, and remuneration can be given to each introducer server 210 according to the total. According to this method, the more the electronic coupon which he designed spreads, the more the management person of the introducer server 210 can get many remuneration.

[0067] Now, with reference to drawing 14 , another modification of this invention is explained below. In the system of drawing 1 , the system of drawing 14 uses an E-mail for the propagation medium of a coupon to having used the web page for the medium of propagation of the electronic coupon between customers. The system of drawing 14 is the same as the system of drawing 1 except incorporating and sending an electronic coupon into an E-mail. If Customer A performs merchandise purchase by the sales web page 102, for example, the vender server 100 will create the electronic coupon which contained the customer's A introducer ID as a primary introducer, will include it in an E-mail, and will send it to Customer A. The customer A who received this transmits the E-mail which contained URL of the electronic coupon and its sales web page 102 etc. to the partner (customer B) who is going to introduce the sales web page 102 through Mailer (e-mail software) 206a. The method which builds Coupon ID into URL as a parameter as mentioned above, for example can be used for matching of an electronic coupon and URL. The customer B who received this mail can access the sales web page 102 using URL incorporated during that mail, and can perform shopping using the electronic coupon under that mail. Like the following, each customer receives an electronic coupon from the vender server 100, and transmits it to other customers through Mailers 206b and 206c.

[0068] In this modification, every customer can become an introducer freely by using an E-mail.

[0069] In the above, the form of suitable operation of this invention and its modification were explained. Although the sales web page 102 was introduced in the above embodiment using the electronic coupon which offers a price discount, use of an electronic coupon is not the indispensable requirements for this invention. Even when a mere ticket without a discount function is used, a certain amount of effect is acquired.

That is, the introduction remuneration to the merchandise purchase using the ticket can be paid to each introducer of the list by associating the introducer list explained by the above-mentioned embodiment to the ticket. Therefore, in that an incentive is given to an introducer, a ticket without a discount function also does so an effect equivalent to an above-mentioned electronic coupon. However, it is more desirable to use an electronic coupon in respect of sales promotion, since it is clear that the direction of the electronic coupon won in respect of the motivation to the merchandise purchase to a customer.

[0070] Moreover, although the distribution rule of the introduction remuneration to each introducer was set up for each electronic coupon of every, if the distribution rule used by the vender server 100 was decided by the above-mentioned embodiment as one, it cannot be overemphasized that need to set up a distribution rule or it is not necessary to manage it for every coupon.

[0071] Moreover, in the above embodiment, although issue of an electronic coupon and management of introduction remuneration were performed by the vender server 100, there is a contractor who instead performs introduction remuneration management apart from a vender, and that contractor can publish an electronic coupon. In this case, the remuneration management contractor's server is equipped with functions, such as the electronic coupon Management Department 110 as used in the field of the system of drawing 1 , the introduction remuneration Management Department 108, introducer DB122, and coupon DB124. The information on the electronic coupon then used when operation in which a vender became the conditions of introduction remuneration by a customer was made (for example, coupon ID), Introduction remuneration information (information used as the standard of remuneration calculation, such as the total remuneration amount or sales proceeds), the customer's e-mail address, etc. are sent to the remuneration management contractor's server. A remuneration management contractor's server creates the new electronic coupon which included the customer in the introducer list, and sends it to the customer by E-mail while it calculates and records the introduction remuneration to each introducer of the introducer list of electronic coupons based on the introduction remuneration.

[0072] In addition, typically, the vender server 100 in each embodiment or modification explained above can be built based on general-purpose computer systems. In this case, the program which described each function of the electronic coupon processing part 110 and the introduction remuneration Management Department 108 mentioned above can be built because it is made to perform computer systems 500 as shown in drawing 15 , respectively. In this case, that program can be offered in the state where it was recorded on the other CD-ROM and portability type recording medium 510. It enables computer systems 500 to function as a vender server equipped with the introduction remuneration controlling function and the electronic coupon issue function by installing the program of the medium 510 in the hard disk drive unit of computer systems 500 etc.

[Translation done.]